RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

July 18, 1997

RJR Account #023880
Mr. D. Beaudet
ASSOCIATED GROCERS

SEPTEMBER DORAL B2G1F / PROMOTION #701143

Dear David:

DORAL B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 47 skus of B2G1F Displays (Item #530030) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-22588	3
Light Men 100	12300-22592	3
Light 100	12300-22589	3
FF 100	12300-22590	2

DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY: *THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

Product PO #G13681DB ; ***Displays*** G13671DB #7211-0494

Product / Premium Arrival: **August 25, 1997**

Ship Date to Retail: **Week of: September 8, 1997**

SKU CUBE : **0.9960**
SKU WT (w/o Product): **1.7000 lbs**
Retail Sales Offer per Sku: **21 Offers**

Billing per Sku:
5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

51859 6510

Source: https://www.industrydocuments.ucsf.edu/docs/txfn0000

B2G1F
ASSOCIATED GROCERS

EFT $ Amount: $1,719.39
(State Breakdowns:
NH - 2 Lt / 2 Lt Men 100 / 2 Lt 100 / 2 FF 100 *$1,264.20*
VT - 1 Lt / 1 Lt Men 100 / 1 Lt 100 *$ 455.19)*

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

PLACE INTO EACH DISPLAY:
* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
  BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
* ONE COPY OF THE ATTACHED 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$54.60 (3.9 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Deshanes
RJR / H. Battle
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Retailer Letter

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-B2G1F.DOC

51859 6511

Source: https://www.industrydocuments.ucsf.edu/docs/txfn0000

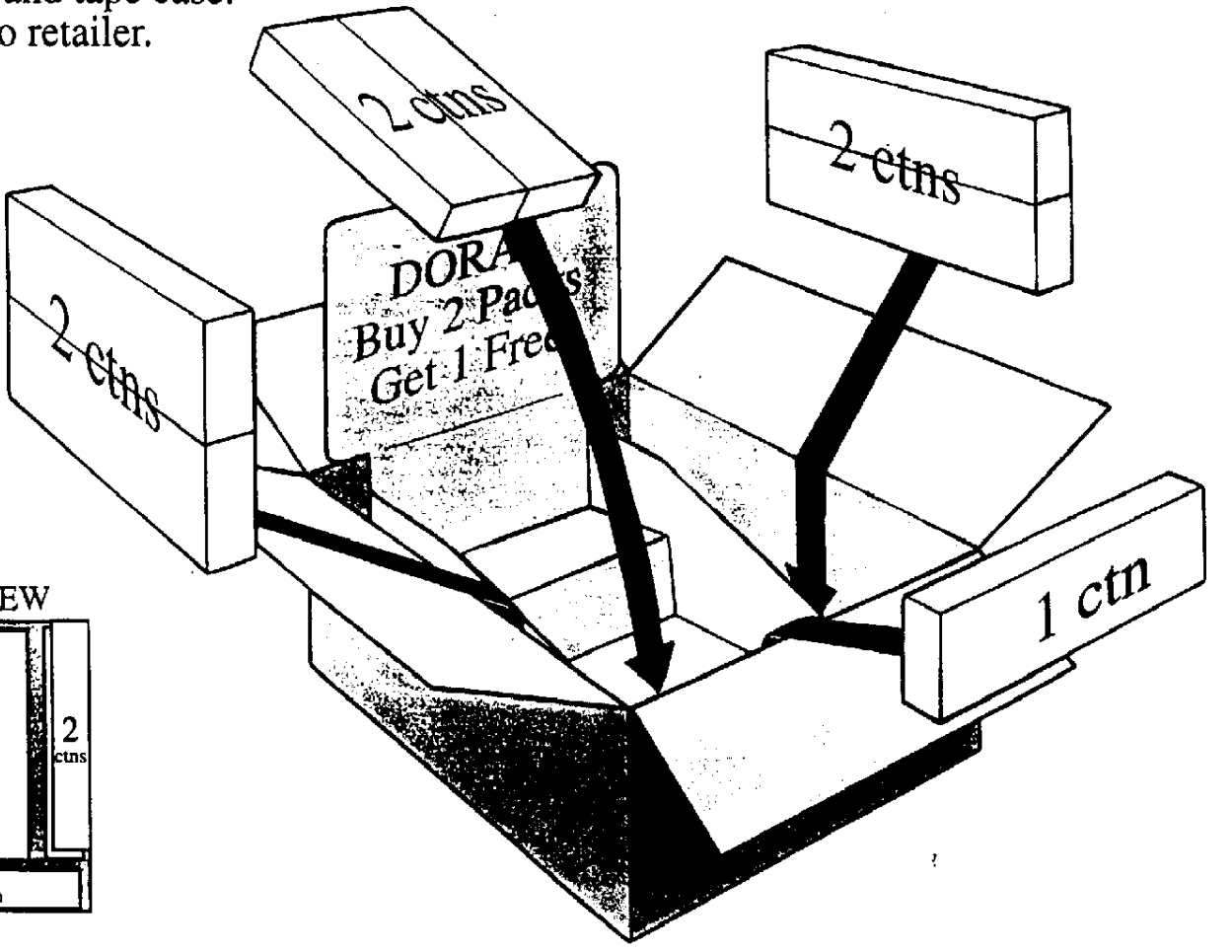
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 3RD QTR.'97

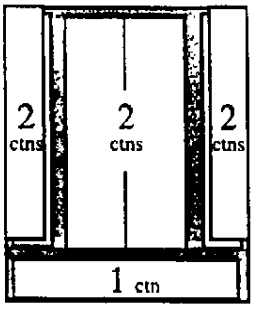
September DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



TOP VIEW



Item: #530030
Description: DORAL September B2G1F Display/POS Kit

Brand Style	LIGHT	LIGHT MEN 100	LIGHT 100	ff 100		
Number of Cartons	2	2	2	1		

51859 6512

©1997 R.J. Reynolds Tobacco Company Printed in U.S.A.

Source: https://www.industrydocuments.ucsf.edu/docs/txfn0000

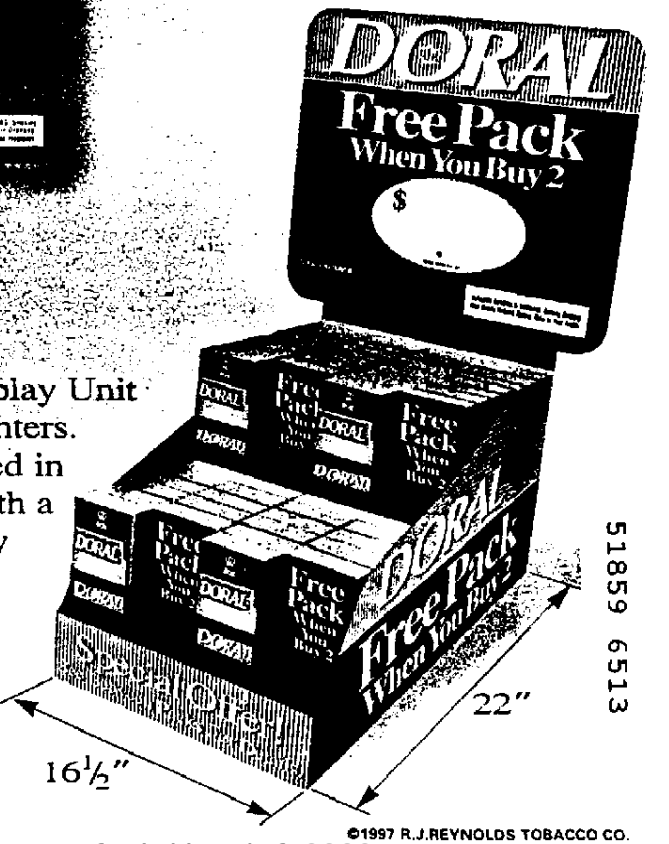
Here's A September Offer That's Sure To Please:

Buy Two Packs And Get One Free!

This "**Buy 2 Packs - Get One Free**" promotion is always popular with customers! For added value, smokers are invited to join Doral & Co. and become eligible to receive free offers and savings all year long. The Doral & Co. insert is sandwiched between the two packs.

This impactful Window Paster is a convenient 12"x12½" size and allows you to place it almost anywhere in your store.

The compact Display Unit easily fits on most counters. Offers come pre-sleeved in white cartons along with a fully assembled display that maximizes your retail counter space.



51859 6513

©1997 R.J.REYNOLDS TOBACCO CO.

Source: https://www.industrydocuments.ucsf.edu/docs/txfn0000

HOLESALER : 023880 ASSOCIATED GROCERS OF <DIRECT>
EMPLATE : 701143 70900 DOR B2G1F SEPT
EMPLATE SEQ . 0013
ALES LEVEL . 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
12204	112227	259388	GRANTS SUPERMARKET	ROUTE 302	GLEN	NH	03838	1			10188	(603)383-4262
12204	112227	755015	PATCH'S MARKETS INC	ROUTE 302	GLEN	NH	03838	1			10125	(603)383-9742
12206	112220	755837	DEEP MEADOW VARIETY	93 LINDEN AVE	EXETER	NH	03833	1				(603)778-1526
12208	112225	247422	NEW DURHAM GENERAL	3 OLD BAY RD	NEW DURHAM	NH	03855	1			10470	(603)859-5400
12208		740288	BRADBURY BROS QUICK	584 POOL ST	BIDDEFORD	ME	04005	1				(207)286-3022
12208	112225	743733	A&B MINIMART	RT 153	EAST WAKEFIELD	NH	03830	1				(603)522-3514
12604	112622	253338	DAIRY MART 2335	271 SPRING ST	MEDFORD	MA	02155	1		0205-1100		(617)391-7882
12605	112623	106764	ELM ST MARKET	178 ELM ST	EVERETT	MA	02149	1			90331	(617)387-5520
12805	112827	103306	VILLAGE KNOLL	107 W MAIN ST	MILLBURY	MA	01527	1			10353	(508)865-9290
12806	112825	755567	CHARLIES VARIETY	30 DOUGLAS ST	UXBRIDGE	MA	01569	1			90275	(508)278-7522
13006	113021	108119	BOSTON I STORE	410 HANOVER ST	BOSTON	MA	02113	1			90328	(617)523-4056
13007	113025	759000	CHARTLEY COUNTRY ST	319-B TREMONT STR	REHOBOTH	MA	02769	1			90083	(508)226-4215
62301	162323	113967	KEELER BAY VARIETY	RT 2	SOUTH HERO	VT	05486	1				(802)372-4465
62301	162323	623843	A AND B BEVERAGE	ROUTE #2	GRAND ISLE	VT	05458	1			90433	(802)372-4531
63801	163826	104991	BOB'S KWIK CHEK	S. MAIN ST. ROUTE	PLYMOUTH	NH	03264	2			90512	(603)536-1880
63801	163827	105247	TOP-OF-THE-HILL STO	ROUTE 135-DALTON	WHITEFIELD	NH	03598	1			90061	(603)837-9153
63801		105252	VILLAGE GROCERY	MAIN ST	BETHLEHEM	NH	03574	1			10281	(603)869-2201
63801		310933	MARTY'S 1ST STOP	RTE. 2	DANVILLE	VT	05828	1				(802)684-2574
63801	163827	613485	PATTERSON GROCERY	ROUTE 10	ORFORD	NH	03777	1			90442	(603)353-4703
63801	163827	633097	MARTIN'S FOOD BASKE	21 JEFFERSON RD	WHITEFIELD	NH	03598	2			10057	(603)837-2646
63801	163826	755134	TENNEY MT.KWIK-CHEC	TENNEY MTN RD	PLYMOUTH	NH	03264	1			90513	(603)536-3352
63801	163827	755242	PROCTORS STORE	RT 4A	ENFIELD CENTER	NH	03749	1			10240	(603)632-4638
63802	163822	724665	SILVAMART	738 ELM STREET	MILFORD	NH	03055	1			10194	(603)673-9083
63803	163821	075253	T-BIRD MINI MART	ROUTE #202	ANTRIM	NH	03440	1		5486-0000	90627	(603)588-6893
63803	163821	104143	CARRS STORE	RT 101	DUBLIN	NH	03444	1			90090	(603)563-8478
63803	163821	104145	WAYNOS FOOD MART	#10258	ANTRIM	NH	03440	1				(603)588-6363
63803	163821	104413	DELAY INC. #349	ROUTE 31	GREENFIELD	NH	03047	1			10349	(603)547-3414
63804	163825	031254	FOOD STOP	209 RIVER ST	SPRINGFIELD	VT	05156	1		2438-0000		(802)885-5310
63804	163825	044708	T-BIRD MINI MART	24 ROCKINGHAM ST	BELLOWS FALLS	VT	05101	1		5486-0000	90625	(802)463-4008
63804	163825	104119	RALPHS SUPER	MAIN ST	CHARLESTOWN	NH	03603	1			10182	(603)826-3312
63804	163827	114265	FOOD STOP	RTE 5	WHITE RIV JCT	VT	05001	1		2438-0000		(802)295-7529
63804	163827	227654	FOODSTOP	RTE. 12A, EXIT 20	WEST LEBANON	NH	03784	1		2438-0000		(603)298-7923
63804	163827	542332	FOODSTOP	89 MAIN ST	WEST LEBANON	NH	03784	4		2438-0000		(603)298-6842
63804	163826	702881	LIBERTY ROCK COUNTR	RR 1 BOX 8	GRAFTON	NH	03240	1				(603)523-7309
63804	163825	907480	T-BIRD MINI MART	50 CLINTON ST	SPRINGFIELD	VT	05156	1		5486-0000	90263	(802)885-3386
63805	163820	318158	CUSTEAUS MKT	RT 111 SHOPPERS V	EAST HAMPSTEAD	NH	03826	1			10465	(603)382-5478
63806	163826	104993	BOBS SUREFINE	MAIN ST	ASHLAND	NH	03217	1				(603)968-7781
63807	163823	104284	TEMPLE FOOD MART	121 BAKER ST	MANCHESTER	NH	03103	1			10145	(603)622-3753
63809	163829	290293	HALL'S HANDY MART	13 MILL ST	HARDWICK	VT	05843	3			90215	(802)472-6677

PAGE BREAK TOTAL ACCOUNTS 39 TOTAL QUANTITY 46

TEMPLATE TOTAL ACCOUNTS 39 TOTAL QUANTITY 46

51859 6514

Source: https://www.industrydocuments.ucsf.edu/docs/txfn0000